

SAFEWAY at STERLING PLAZA

Comprehensive Sign Package

ZMOD 2008-0013



December 17, 2009

PLANNING COMMISSION PUBLIC HEARING

ZMOD 2008-0013 - SAFEWAY AT STERLING PLAZA COMPREHENSIVE SIGN PACKAGE
PLANNING COMMISSION PUBLIC HEARING – DECEMBER 17, 2009

- × Applicant: Safeway, Inc.
- × Modify signage: Sections 6-1511(B)(5)
& 5-1202(E) -- (Rev. 93 ZO)
- × Zoning: PD-CC-CC (Community Center)
- × Policy Area: Suburban
- × Planned for: Residential Community

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EXISTING BY-RIGHT SIGNAGE





STERLING PLAZA
SHOPPING CENTER
BY-RIGHT SIGNAGE



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SAFEWAY GROCERY STORE – SIGNAGE COMPARISON

	Existing Signage (sf)	Proposed Signage (sf)	Difference
Sign #1	167.0	126.5	- 40.5
Sign #2	---	33.19	+ 33.19
Sign #3	4.0	16.66	+ 12.66
Sign #4	---	16.0	+ 16.0
Sign #5	12.0	17.6	+ 5.6
Sign #6	---	18.85	+ 18.85
Total Façade Signage Area	183.0	228.8	+ 45.8
Sign #7	60.0	49.6	- 10.4
Overall Sign Package Signage Area	243.0	278.4	+ 35.4

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× SIGN #1

- + 126.5 SF
- + 'Safeway' text
~ 24' x 4'
- + Logo
~ 5 1/2' x 5 1/3'



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SIGN #2 - 33.19 SF
Safeway/logo

SIGN #3 - 16.66 SF
STARBUCKS

SIGN #6 -18.85 SF
Pharmacy



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SIGN #4 - 16 SF
Signature Cafe

SIGN #5 – 17.569 SF
SunTrust Bank



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SIGN #7 –
49.6 SF
Entrance
Sign



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× Briefing Questions

#1 - TARGET store logo and signage



#2 – Comparison with Broadlands (Issue #2)

× ISSUES

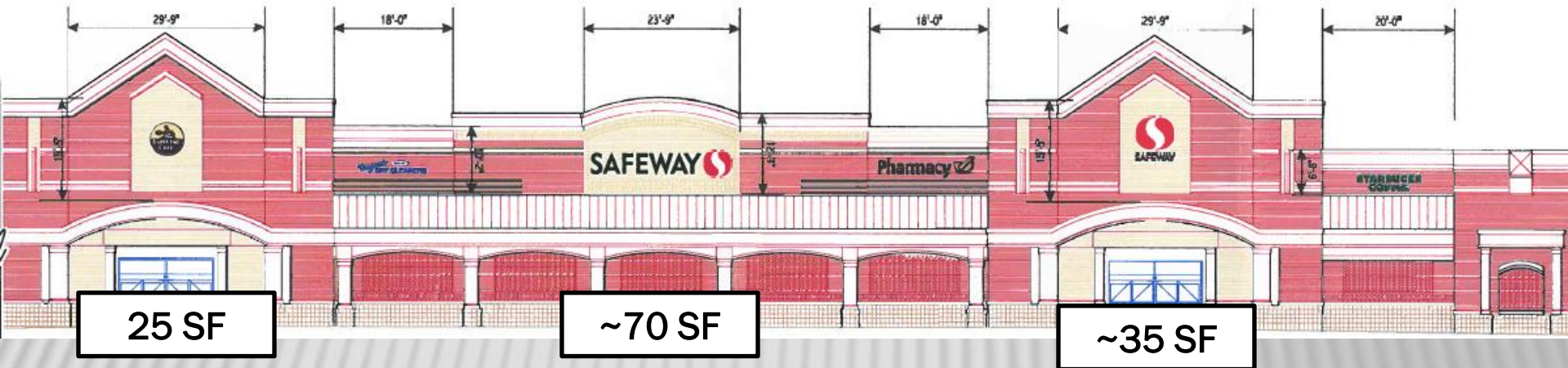
#1 - Application is NOT COMPREHENSIVE

#2 - Reduce size of Sign #2 (21.117 SF) to be closer in size to Sign #4 (16 SF)

- + 12/15/09 - Applicant Redesigned Sign #2
 - × **Safeway text reduced from 10.14 SF to 5.79 SF**
 - × **Logo increased from 9.2 SF to 27.4 SF**
- + Sign #2 now twice as large as Sign #4
(33.19 SF vs. 16.0 SF)
- + Broadlands comparison

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× **Broadlands Village Center - 130 SF / ~ 232' frontage**



× **Sterling Plaza Shopping Center - 175.5 SF / ~ 205' frontage**

16 SF

126.5 SF

~33 SF



× RECOMMENDATION

Denial – Issue #1

× Conditions of Approval (12/17/09)

#1 - Substantial Conformance

#2 - Lighting

#3 – Zoning Permits

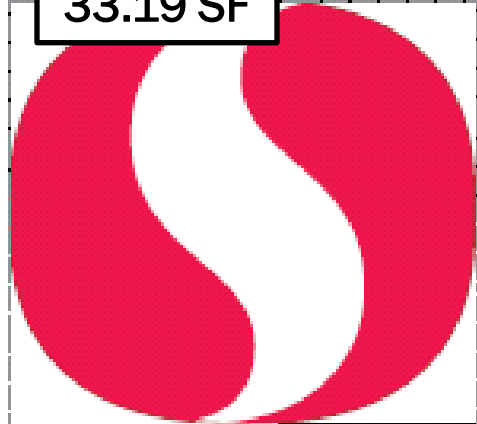
#4 - Future Comprehensive Sign Package for
Sterling Plaza Shopping Center.

SAFEWAY



Sign #1 - 126.5 SF

Sign #2 -
33.19 SF



SAFEWAY

STARBUCKS COFFEE

Sign #3 -
16.66 SF

Sign #6 -
18.85 SF

Pharmacy



Sign #7 -
49.6 SF

Sign #4 -
16 SF

Sign #5 -
17.569 SF

